

LISTING OF CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1-11 (previously cancelled)

12. (~~original~~Amended) An apparatus for self-checkout of non-bar coded items, comprising:
a processing unit, wherein the processing unit maintains a list of most frequently sold items; and
a Product Look Up (PLU) entry device having a display and a Graphic User Interface (GUI),
wherein the GUI provides on the display a plurality of ~~predetermined~~³⁰² images corresponding to a non-
bar coded items and where at least one of the plurality of images is selected for display based on the item
being a member of the list of most frequently sold items, and wherein the entry device provides a user
with means for selecting ones of the predetermined images of the non-bar coded items; and
~~a processing unit, wherein the processing unit maintains a list of most frequently sold items, and
the image of at least one item on the list of most frequently sold items is provided on a selected display
screen.~~^{302a}

13. (original) The apparatus of claim 12, wherein the processing unit maintains for each item a
count of a number of units of the item sold within a predetermined period of time.

14. (original) The apparatus of claim 12, wherein the processing unit updates the list of most
frequently sold items as sales take place at checkout terminals.

15. (original) The apparatus of claim 12, wherein the processing unit updates the display screen
when the list of most frequently sold items changes.

16. (original) The apparatus of claim 12, wherein an image of a generic category of items is
provided on the display, and the displayed image of the generic category is selected by the user to view
images of respective items in the generic category.

17. (original) The apparatus of claim 12, wherein the display is a touch screen.

18. (original) The apparatus of claim 12, wherein a graphic keypad is provided on the
display by the GUI.

19. (original) The apparatus of claim 12 further comprising a GUI editor, wherein the GUI
editor is used to configure the GUI for non-bar coded items.

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C2 20. (original) The apparatus of claim 12 further comprising a PLU database,
wherein the PLU entry device supplies a PLU corresponding to the non-bar coded item
selected by the user, and the processing unit receives and uses the PLU supplied by the PLU entry
device to retrieve a price of the selected non-bar coded item from the PLU database.

21. (original) The apparatus of claim 12, wherein the PLU database also stores images of the
plurality of items.

Claims 22 – 31 (Previously cancelled)

Claims 32-35 (Cancel).